

FOCUS ALBERTA



ENVIRONICS WEST

January 11, 2000

Research Methodology

SURVEY METHOD

The results of the survey are based on a probability sample of 1,000 adults living in Alberta. The survey was conducted by telephone from December 6 to December 23, 1999.

SAMPLE SELECTION

The sampling method was designed to complete 1,000 interviews within households randomly selected across the province of Alberta. The sample was drawn in proportion to the populations of 11 urban centers and 3 rural regions within the province based on information from Statistics Canada 1996 Census Data. (See page entitled "Sampling Methodology" for a detailed breakdown of surveys by geographic location)

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the "Most Recent Birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

TELEPHONE INTERVIEWING & QUALITY CONTROL

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a "no answer."

Research Methodology

STATISTICAL RELIABILITY OF DATA

A sample of 1,000 persons within the population produces results which are reliable to within plus or minus 3.1%, 19 times in 20. A simple example which illustrates this point is that if we surveyed 1,000 people within the population, and we ended up with 50% females, we can be reasonably confident (95%) that the actual proportion of females in the total population will be between 47% and 53% (plus or minus 3%).

It is important to remember that when results are analyzed by geographic region, the margin of error becomes larger due to smaller respondent bases. For instance, there were approximately 250 people surveyed in Calgary, so consequently the margin of error for Calgary data will be larger than for the total respondent base of 1,000. The table to the right provides an indication of the relative margin of error expected for various sample sizes.

Sample Size	Margin of Error (95% Confidence Level)
50	13.9%
100	9.8%
200	6.9%
300	5.7%
500	4.4%
1000	3.1%


STATISTICAL SIGNIFICANCE OF DATA

Whenever results within subgroups of respondents are compared - either to other subgroups of respondents or to the total average - it is important to remember that not all differences are statistically significant.

Some results might be higher or lower than the average score, but depending on the respondent base for that group, the results might only be directional and not statistically significant.

The table to the right indicates the minimum difference required to be statistically significant when comparing results from the six geographic regions that were surveyed.

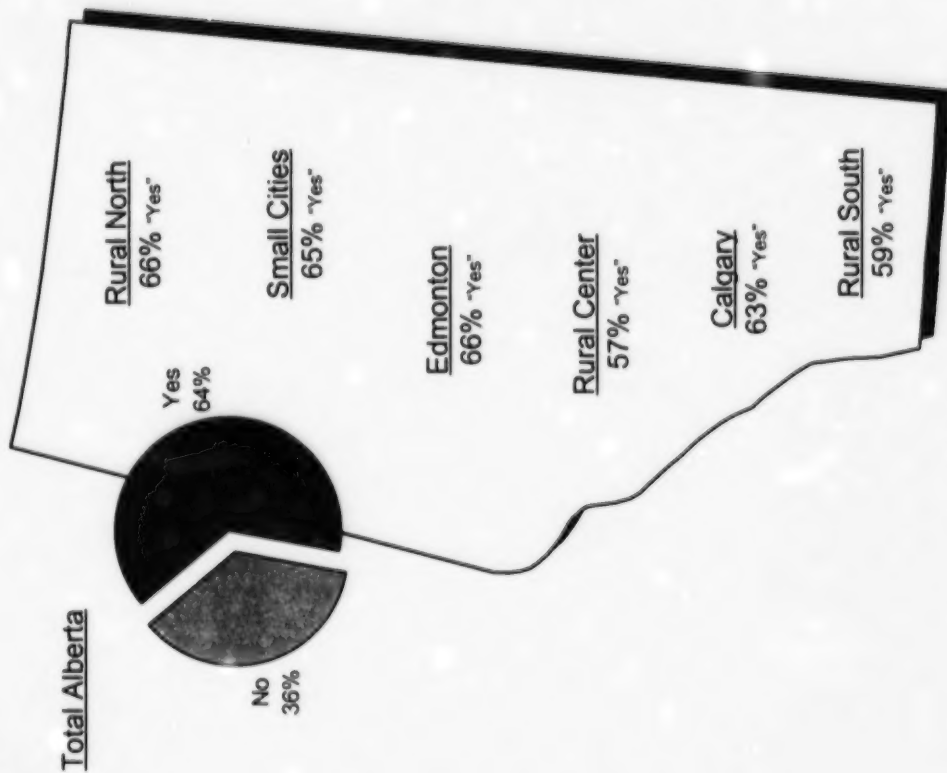
	Rural Central (n=100)	Rural South (n=100)	Rural North (n=100)	Calgary (n=250)	Edmonton (n=250)	Small Cities (n=200)
Rural Central (n=100)						
Rural South (n=100)	15%					
Rural North (n=100)	15%	15%				
Calgary (n=250)	12%	12%	12%			
Edmonton (n=250)	12%	12%	12%	9%		
Small Cities (n=200)	13%	13%	13%	10%	10%	



Health Care

Awareness of Health Announcements

Have you read or heard anything recently about a government announcement regarding health care in Alberta?

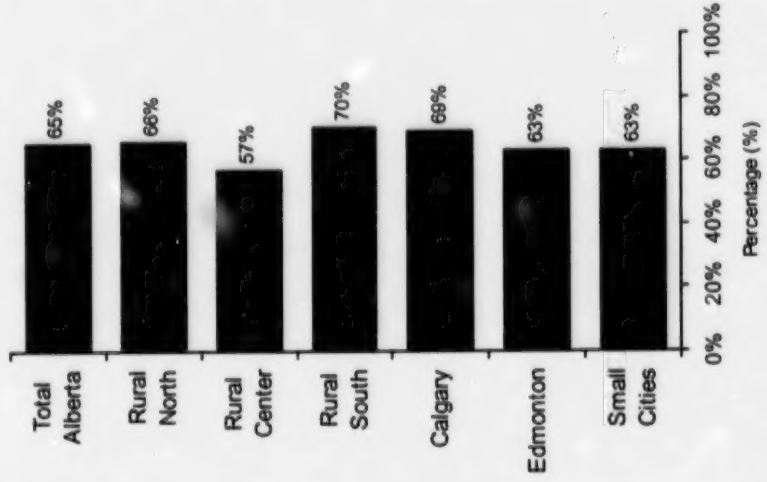


Awareness of Health Services Contracted Out

Across Canada, and within Alberta, there are currently some health services such as lab work, cataract surgery, and knee surgeries that are contracted out to privately-owned surgical clinics.

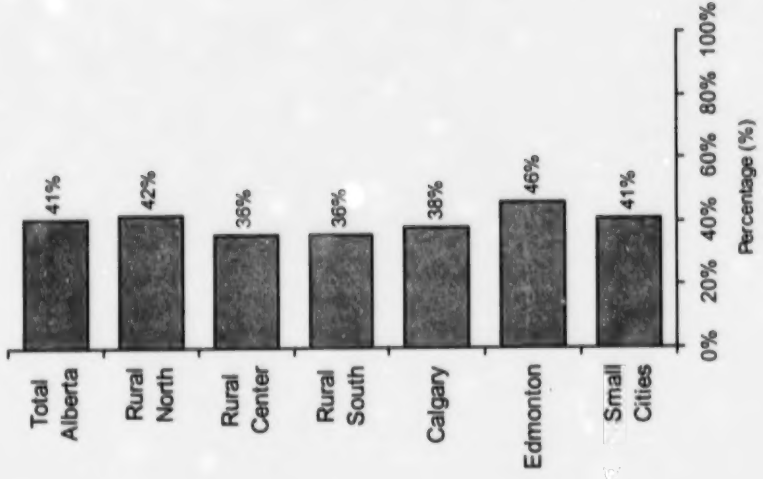
Were you aware that some health services are contracted out to privately-owned surgical clinics in Alberta?

Percent Who Are Aware



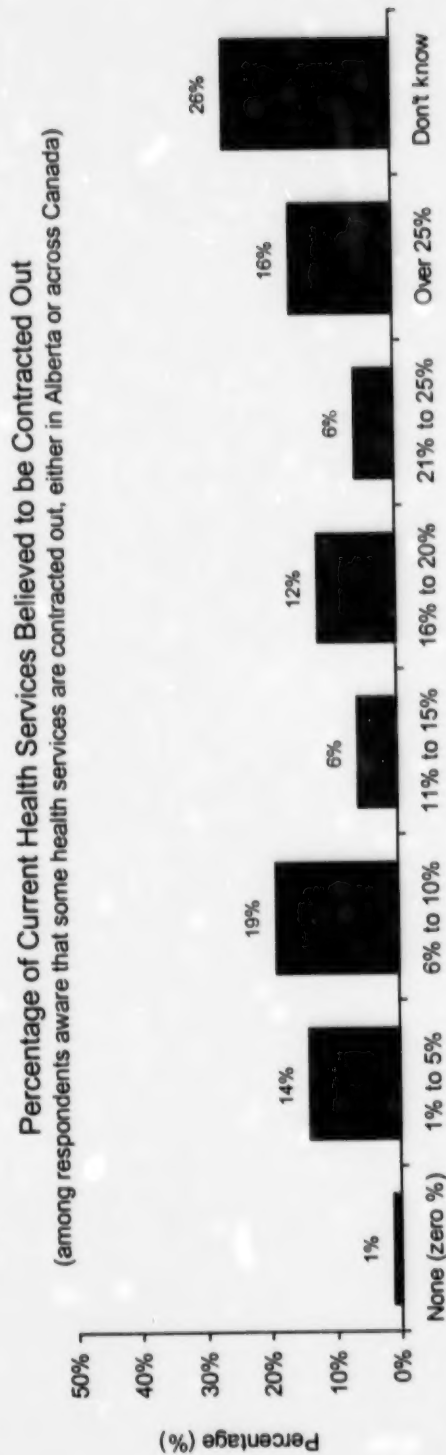
Were you aware that some health services are contracted out to privately-owned surgical clinics in other provinces across Canada?

Percent Who Are Aware



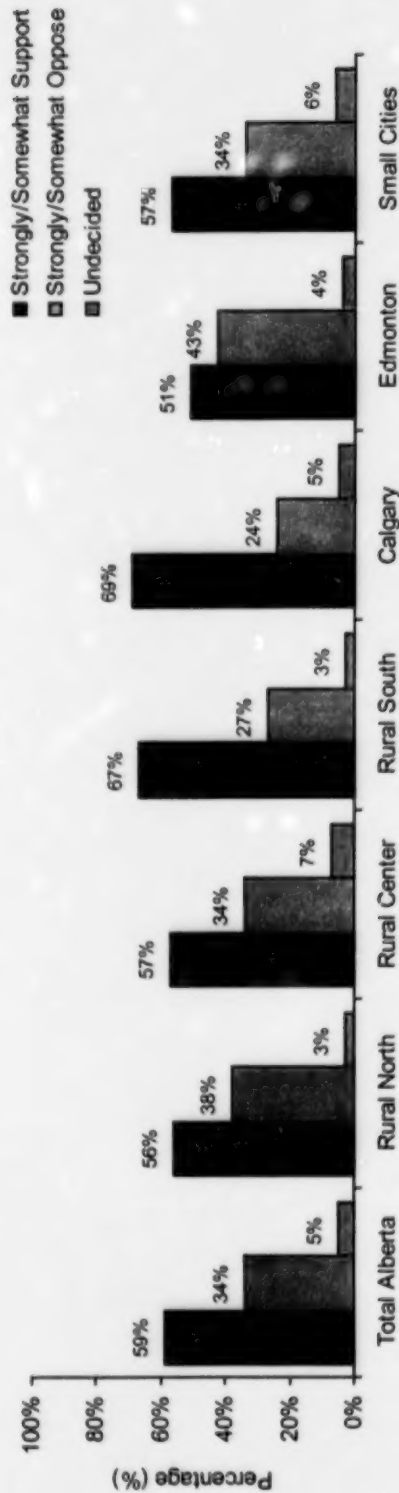
What Percent of Health Services Are Contracted Out?

Given what you know so far about this issue, approximately what percent of health services do you think are being contracted out to privately-owned surgical clinics in Alberta?



Do Albertans Support Contracting Out Health Services?

The Alberta Government recently made an announcement about contracting out more health services to privately-owned surgical clinics. The stated goal of the government for doing this is to reduce waiting lists and increase overall efficiency. Under this plan, Alberta Health will pay for all insured services performed at private institutions and these private institutions will not be able to charge fees to Albertans who receive these services. Based on what you have read and heard about this, how do you feel about the government's position on this issue?



Why do you SUPPORT the government's position? n=594

Shorter waiting lists 38%
 More efficient / economical 18%
 Alberta Health / government covers it 14%
 Private industry will be more accountable / provide better service 9%
 Surgical procedures will be available - heart / cancer 8%
 All Albertans will have access / not a two-tiered system 8%
 Frees up hospital resources / more beds available 8%
 Sounds like a good plan 6%

Why do you OPPOSE the government's position? n=306

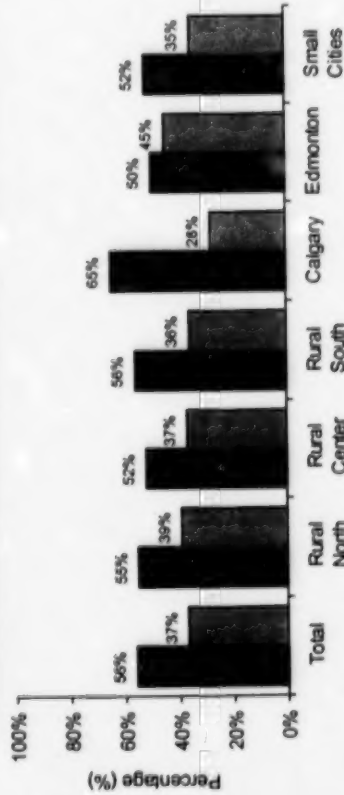
Two-tiered system / priority given to those with money 27%
 No need to privatize / should be 100% public 17%
 Health care premiums will increase 16%
 Should reinvest into public system 15%
 Will not honor their word / empty promises 13%
 No quality control / lack of accountability 9%
 Province is moving toward Americanized system 7%
 Government created the problem to create the need 5%
 Level of care / quality of service will decrease 5%

Do Albertans Believe in the Benefits of Contracting Out?

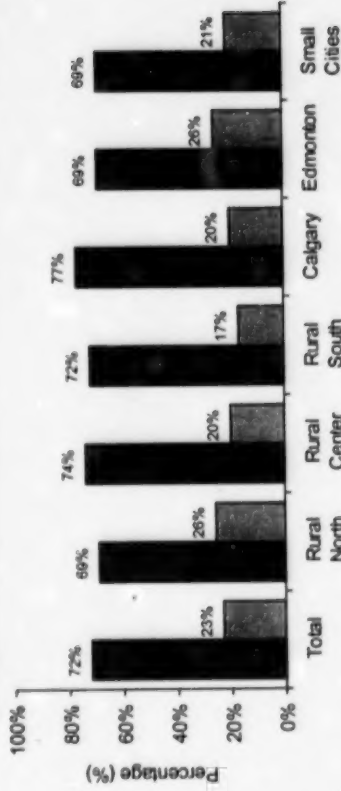
If the government were to contract out more health services to privately owned surgical clinics, please tell me whether you agree or disagree that the following things will happen.

- Strongly/Somewhat Agree
- Strongly/Somewhat Disagree

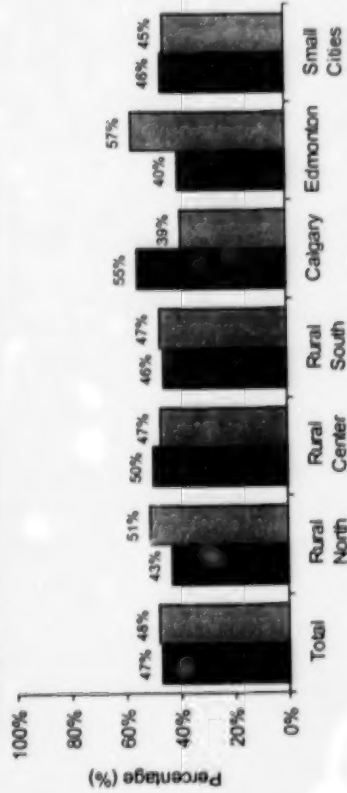
Alberta's health care system will operate more efficiently



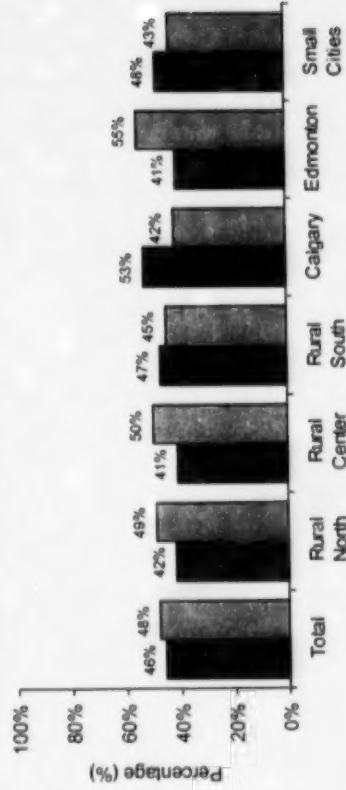
Waiting lists will be reduced



Richer people will not be permitted to move up the waiting list just because they have more money

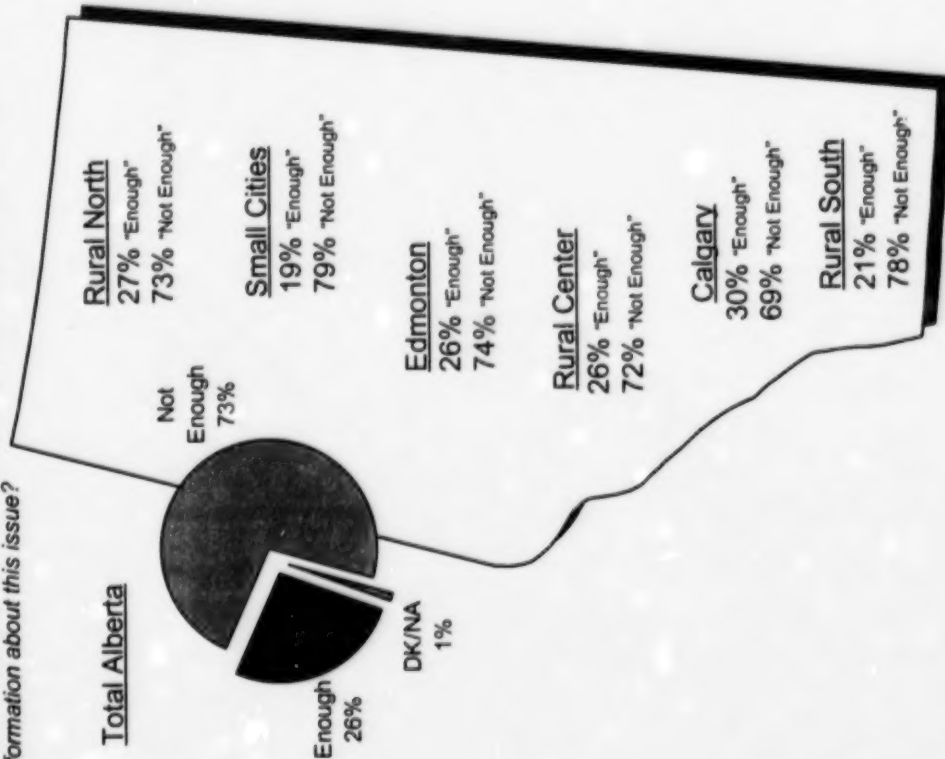


Albertans won't have to pay more for health services that are contracted out



Do People Have Enough Information?

Thinking of everything you currently know about the Alberta Government's proposal to contract out more health services to privately-owned surgical clinics, would you say you have enough information or not enough information about this issue?



What specific types of information would you like to know about this issue? Anything else?
(among respondents who do not have enough information)

n=635

SERVICE ISSUES (NET)	
What services are being contracted out	32%
What services private clinics will offer	12%
Evaluation of services / cost evaluation	7%
How current waiting lists will be affected	6%
How will system be monitored / guarantee of quality	5%
COST ISSUES (NET)	
Cost of services / will a user fee be implemented	28%
Cost to taxpayers / will health premiums increase	16%
Will Alberta Health pay for services contracted out	9%
GOVERNMENT ISSUES (NET)	
Government should provide information up front	20%
Assurance that it will not be a two-tiered system	7%
Who will own private clinics / government's role	6%
STAFFING (NET)	
Who will own private clinics / government's role	8%
OTHER (NET)	
All information that is available / anything we can get	38%
Long term benefits / effects / goals	27%
	5%